friendly
responsive
knowledgeable
passionate

GOT

customer satisfaction

what **YOU** do
MATTERS!

facilitator's **GUIDE**

SAFETY •
COURTESY •
SHOW •
EFFICIENCY •

79491 06/09

Cub Foods Facilitator Tips

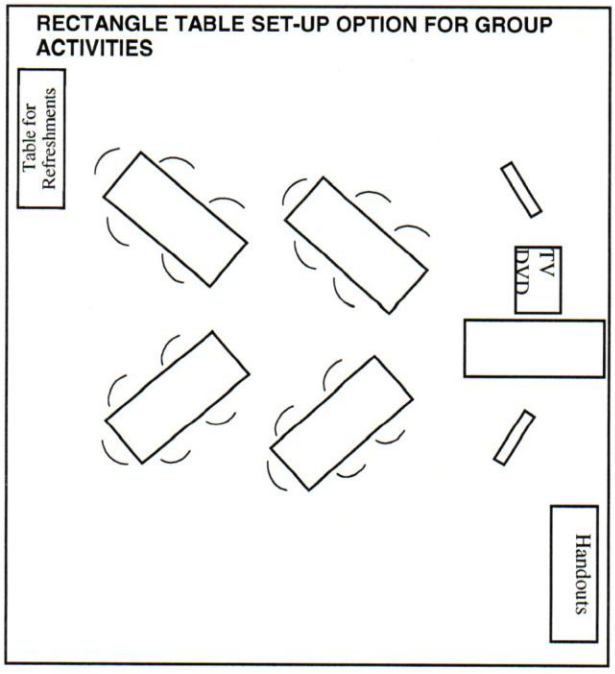
The follow Tip Sheet has been compiled to help you prepare for and facilitate training sessions.

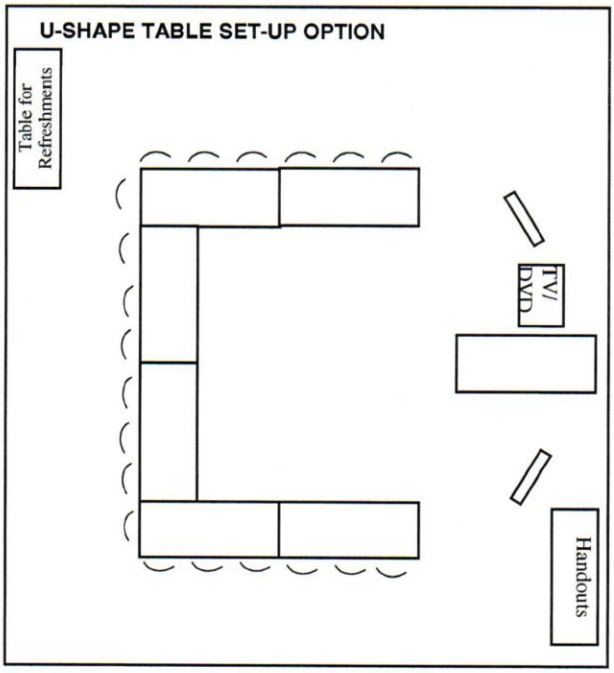
Preparation:

- Is the room set up so participants can see the facilitator and/or screen?
- Is there a back up plan if technology doesn't work? Ex: LCD Projector bulb goes out
- Temperature of room should be cool - best training temperature is 68 degrees
- Be prepared – walk through the presentation to anticipate flip charts, breaks, handouts, and time for questions.
- Make sure the "What's in it for me?" (WIIFM) for participants is clearly communicated

Suggested Room Layouts:

The number of tables required depends upon the number of participants.





Facilitator Language:

Use Open Ended questions that start with **who**, **what**, **why**, **where**, or **when**.

- What questions are there?
- Who would agree with what we just went over?
- When is the appropriate time to use this technique?
- Why would someone react that way?

In addition to open ended questions the following questions can be used to encourage participation or drill down into a certain thought:

- Tell me more?
- Any other thoughts?
- Would the rest agree?
- Did we capture everything?

With all questions, wait 10 seconds after asking each and typically someone will fill in the silence. If they don't, it's time to move on.

Don't Say "*but*"; Say "**and**" – everything said before the "*BUT*" is discounted.

Example: "The work on the project was great ***but*** next time I would recommend starting earlier." *(Perception is the project wasn't great because you needed to start earlier)*

"The work on the project was great ***and*** I would suggest we should start earlier the next time. "

Watch how often you use *YOU*. It typically can it be replaced with We, The, or skipped all together. Example: "***You*** turn the page" instead use "***Let's*** turn the page"

Watch out for the use of fillers to fill in holes in thoughts. They are generally used when the facilitator is not prepared, becomes distracted or feels inadequate in presenting the information. Examples: Ah.., Uh, Okay, Er, K…

Be courteous; don't interrupt participants. Take notes if you worry about forgetting a particular point.

Make sure if humor or stories are used that they are linked with the topic and are not just as fun fillers to have.

Facilitator Positive Intent

Do you have open welcoming body language?

- Eyes wide open and looking at the participants
- Smiling
- Resist the impulse to fold your arms or place hands on hips
- Notice participants space bubble – respectful distances
- Resist looking over your eye glasses, like a school teacher.
- Facing participants when speaking – avoid talking into flip charts, screen, or floor.
- Avoid talking with your hands

Avoid making assumptions about how you expect participants to act or think

Listen to how something is said. Be alert for what is left unsaid.

Participant Learning Styles

The key to a great session is to incorporate each learning style and approach topic with adult learners in mind.

Seeing (Visual)	Hearing (Auditory)	Feelings and Sensations (Kinesthetic & Tactile)
Develop or "paint" pictures Use vivid examples Flip Charts PowerPoint Overheads Posters	Sounds People talking Discussion Reflective understanding	Touch - taking something apart & putting it together Practicing Engaging in role play Writing notes Vocal Quality

Adult Learning

Adults are autonomous and self-directed
Give information and let associates experience the rest
Allow associates to make decisions about their learning experience

Adults have accumulated many life experiences and vast knowledge
Allow associates to take part in the learning and teaching
Let associates share their experiences

Adults are goal-oriented
Challenge associates to apply information to the work area
Adults are relevancy-oriented
Show associates how this new information is going to make their life easier and give them the ability to meet goals (WIIFM)

Adults are practical
Don't fluff the information, just give the facts

Adults need to be shown respect
Don't talk up or down to an associate, talk at their level
Give credit for the knowledge that an associate has

SUPERVALU CUSTOMER SATISFACTION PROGRAM

What's OUT: Customer Service	What's IN: Customer Satisfaction

Customer Satisfaction Mission

To simplify our customers' lives by providing fast, friendly service while sharing our knowledge and passion for food.

Customer Satisfaction Standards

Safety * Courtesy * Show * Efficiency

Customer Satisfaction Behaviors

Be Friendly * Be Responsive * Be Knowledgeable * Be Passionate

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GOT customer satisfaction

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GOT customer satisfaction

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GOT Customer Satisfaction Program Overview

GOT Customer Satisfaction?

Opportunities for customer satisfaction…we all experience them, whether we are shopping, dining in a restaurant, and even working with our coworkers! What does it take to have a great customer satisfaction experience? When it comes to shopping, research says that most customers want the same things, no matter where they shop. They want:

- Clean stores with good produce selections
- In-stock products that are easy to find
- Good quality for the price they pay
- Courtesy and friendliness from store associates
- Speedy checkout

So, what does that mean for us and the kind of customer satisfaction we need to offer?

Customer satisfaction is more than just a friendly "hello." We need to build a culture where our dedication to keeping our stores clean and our shelves stocked are simply seen as part of providing customer satisfaction. These are all parts of what we *Offer* our customers.

Our mission is for all associates to deliver and grow a culture "to simplify our customers' lives by providing fast, friendly service while sharing our knowledge and passion for food."

GOT Customer Satisfaction, everyone? We've merged mission and satisfaction-related best practices from across our industry to create a customer satisfaction program that's simple, consistent, and easy to implement for all associates.

The GOT program will build upon the four customer satisfaction standards of safety, courtesy, show, and efficiency by enabling associates to learn and practice four customer satisfaction behaviors that will drive customer satisfaction and sales in the organization. We want all associates to be friendly, responsive, knowledgeable, and passionate.

This energetic customer satisfaction program is the easy way to put our company's key values into action: "Greet" our customers, "Offer" them assistance, and "Thank" them for doing business with us. GOT is **G**reet **O**ffer **T**hank. A simple, yet powerful concept.

The power and simplicity of GOT provides an easy-to-remember structure for every associate-customer interaction. It's essential every associate learns GOT and executes consistently, with every customer, every time. GOT applies to stores as well as our home offices. It should shape every customer interaction.

The GOT program consists of a series of modules. The first module covers the basics of Greeting, Offering, and Thanking. Later modules help associates improve their Offers, solve

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customer problems, demonstrate passion, and increase sales. As your store associates progress through the series, they'll learn how everything they do affects the customer experience and, ultimately, customer satisfaction and sales.

Module	Description
Introduction to Mission & Standards	Introduces associates to the customer satisfaction mission and standards that over-arch the behaviors they learn in GOT programs.
GOT to be Easy 8/17	The basics of providing customer satisfaction, being friendly and responsive.
GOT to Anticipate	Anticipating customers' needs in the store and offering suggestions before and during the customer interaction.
GOT to Sell 10/3	Suggestive selling techniques, to include offering samples and additional items for the shopping basket.
GOT to be Proud	Demonstrating pride in self and work.
GOT the Power	Increasing problem-solving skills for common customer interactions.

GOT makes customer satisfaction easy! Our customers tell us that when it comes to satisfaction, it's GOT to be easy. Our GOT satisfaction program makes it easy … for our customers AND for our associates! Make sure you understand GOT. It's the foundation for customer satisfaction!

Manager Accountability Expectations for GOT Customer Satisfaction Training

As the store leader, you are role model to your associates and are expected to demonstrate and reinforce the customer satisfaction behaviors. Also, you are expected to provide feedback and coach your associates on their performance which includes the customer satisfaction behaviors. This is a new expectation you will be held responsible for performing.

New Hire Associates Training Expectations

Newly hired Associates are expected to attend training on all Customer Satisfaction GOT Program modules by the end of their second week of employment. Managers are expected to ensure that all new associates are scheduled appropriately to attend the training sessions.

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Reward and Recognition

Catch your associates and team members in the act of promoting the Customer Satisfaction standards and behaviors. When you do, there are ways to recognize and reward these associates using items such as the Instant Recognition Cards, High Five gift cards, thank you cards, and more. Review the information behind the "Reward and Recognition" tab for more details.

Leadership Training

As store leaders, you will receive additional training to enable you to drive the culture change toward our mission of satisfied customers. The course will provide you with the leadership skills to support the GOT customer satisfaction training. More details will be coming in the near future.

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Facilitator Information:

Using this Facilitator Guide:

1. Visual symbols are used to help facilitator teach the associate meeting content.

Icon	Description
Facilitator Talking Points	Speaker notes for the facilitator. DOES NOT have to be stated verbatim, can be summarized, but all points should be addressed.
Play DVD	Insert DVD for participants to view.
Activity	Conduct participant activity.

2. Each tab contains information for the facilitator, separated by the following tabs:

Tab Name	Description
Program Overview	• Introduction to the GOT program, with program layout information
Facilitator Info	• Information helpful for facilitators using this manual – icon list, tab list
Intro to Mission, Standards and Behaviors	• Materials list and timing information for facilitators, associate meeting talking points, activity cards, and recognition information
GOT to be Easy	• Materials list and timing information for facilitators, associate meeting talking points, activity cards, and recognition information
GOT to Anticipate	• Materials list and timing information for facilitators, associate meeting talking points, activity cards, and recognition information
Reward and Recognition	• Information for managers regarding the reward and recognition program. This section goes above and beyond the information given to associates.

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Program Layout: GOT Customer Satisfaction - Greet. Offer. Thank.

Overall Program Objectives:

- Educate associates about the importance of customer service to our organization
- Describe the business case on service and sales in a simple, easy to understand manner for associates
- Communicate the SUPERVALU customer satisfaction mission, standards and behaviors to all associates
- Practice demonstrating the customer satisfaction behaviors that are expected to successfully perform the job

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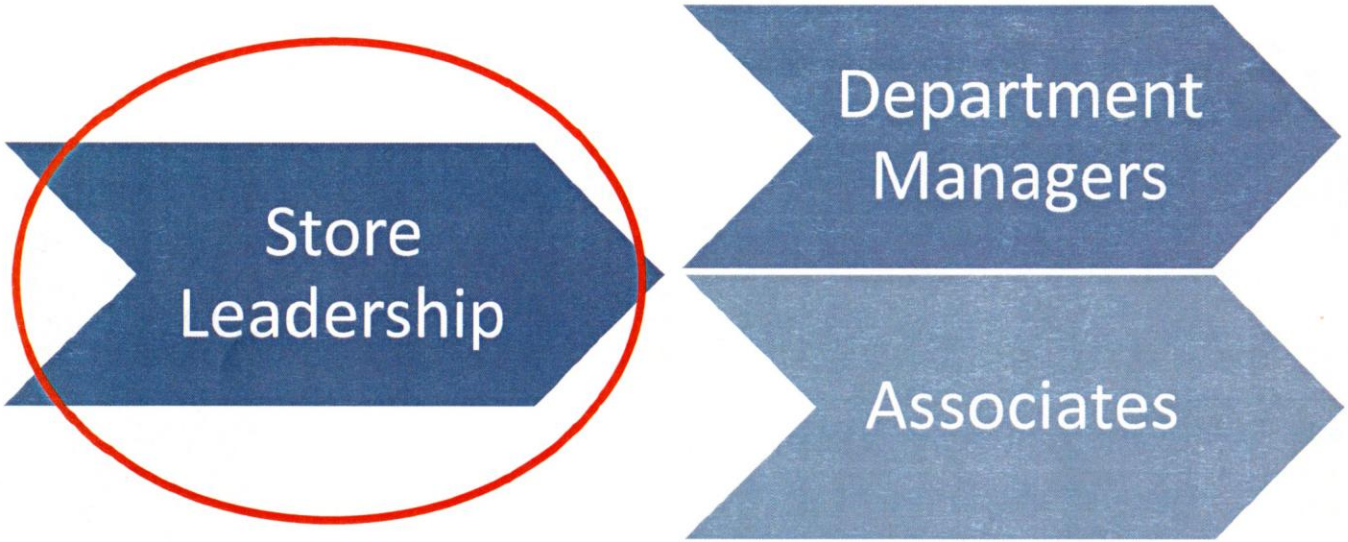
GOT customer satisfaction



Delivery Process:

Store Leadership Training (Kickoff):

- Review information from "Meeting in a Box" materials
- Emulate behaviors and skills demonstrated in the materials
- Mark when the SAM task has been completed

Store Associates and Department Manager Training:

- Attend Session
- Obtain training information
- Practice new skills

How are the Customer Satisfaction Behaviors Shown in Each Customer Satisfaction GOT Program Module?

Behavior	GOT 1 – Easy	GOT 2 – Anticipate	Got 3 – Sell	GOT 4 – Proud	GOT 5 – Power

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GOT customer satisfaction

Be Friendly • Genuinely greet and thank each and every customer • Seek out opportunities to assist others • Make eye contact and smile • Create connections with customers	Greet • Genuinely greet and thank each and every customer • Create connections with customers • Make eye contact and smile	Greet • Seek out opportunities to assist others • Create connections with customers	Greet • Genuinely greet and thank each and every customer • Seek out opportunities to assist others • Make eye contact and smile • Create connections with customers	Greet • Genuinely greet and thank each and every customer • Seek out opportunities to assist others • Make eye contact and smile • Create connections with customers	Greet • Make eye contact and smile • Create connections with customers
Be Responsive • Anticipate our customer needs • Resolve issues in an immediate manner • Value our customers' time • Demonstrate a caring attitude	Offer • Value our customers' time • Demonstrate a caring attitude	Offer • Anticipate our customer needs • Demonstrate a caring attitude	Offer/Sell • Promote additional items that will add to the customer's meal ideas • Utilize samples as a way to entice customers to buy	Offer • Demonstrate caring attitude when responding to customer requests • Show how you and the store can meet the customers needs/wants	Offer • Resolve issues in an immediate manner • Value our customers' time **TIPS:** Suggest help in: First come, first served By name, in order, etc
Be Knowledgeable	Offer	Offer	Offer/Sell	Offer	Offer

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GOT customer satisfaction

• Know your store and your department • Share what you know • Find the answer if you don't know	• Know your store and the products in your department • Share what you know • Find the answer if you don't know	• Know your store and the products in your department • Share what you know	• Know your store and the products in your department • Share what you know	• Know your store and the products in your department • Share what you know • Find the answer if you don't know	• Share what you know • Find the answer if you don't know
Be Passionate • Take pride in yourself & your work • Own your role in creating a positive experience for our customers • Surprise & delight our customers at every opportunity • Be upbeat and positive • Offer to help with a sample or suggest sale item	Greet/Thank • Own your role in creating a positive experience for our customers • Be upbeat and positive	Offer/Thank • Own your role in creating a positive experience for our customers • Surprise and delight our customers at every opportunity • Offer to help with a sample or suggest sale item **TIPS:** Pay attention to what the customer has in their cart, hands, and what they are saying before and during your conversation	Offer/Thank • Own your role in creating a positive experience for our customers • Offer to help with a sample or suggest sale item **TIPS:** Suggest why you like a particular item, recipes it can be used for, etc (specific)	Greet/Offer/Thank Appearance of self, store • Take pride in yourself and your work • Own your role in creating a positive experience for our customers • Surprise and delight our customers at every opportunity • Be upbeat and positive	Offer/Thank • Own your role in creating a positive experience for our customers • Surprise and delight our customers at every opportunity • Be upbeat and positive

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GOT
customer satisfaction

Introduction to Satisfaction Mission and Standards

Persons Impacted:

Who?	Description
Audience	Store Associates
Facilitator	Store Director, Service Operation Manager

Logistics:

Item	Description
Meeting Length	12 minutes
Meeting Location	Office or Break room

Materials Needed:

Item	Order Number
TV and DVD Player	N/A
Tables and Chairs	N/A
GOT DVD Clip – Intro to Customer Satisfaction Mission and Standards	79400
GOT Program Facilitator Guide	79491
GOT Pen	99622
Participant Blank Notepad	72470

Meeting Outline: 16 minutes

Topic	Time
Greetings & Introductions	2 minutes
Satisfaction Mission, Standards & Behaviors DVD	7 minutes
Associate Discussion and Debrief	3 minutes

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Introduction to Satisfaction Mission and Standards – Session Objectives

The purpose: Inform associates about the new customer satisfaction mission and standards

The objectives for this module are to:

- Demonstrate SUPERVALU leadership commitment to the mission and standards
- Provide business case for how the mission and standards impact the organization
- Answer the question: "Where do I fit and why do I matter?" for associates

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Please use the introduction below instead of the one provided on page 17

MODULE 0 – Introduction to MISSION & STANDARDS

Page 17 – facilitator notes begin.

Cub Introduction:

Thank you for joining me today.

We have had a number of Customer Service Programs over the years GOLD, 5 STAR to name a few.

We know you might be thinking it's another "new" program.

Though the fundamentals of Customer Service are the same, we want to build on the prior content. As we move from a production based culture to a more customer interactive culture, we need to provide you with tools to assist with this change.

Our customers are changing and we need to meet their needs.

While the CSI scores are a measurement of how we are doing. Your commitment to the new behaviors/tools will improve our customer interaction and improve our CSI scores. CSI will continue.

As a company we want everyone to continue to develop their skills and today we are focusing on customer satisfaction.

GOT

Associate Meeting Talking Points

Facilitator **2 minutes** 	**Gain everyone's attention with a genuine welcome.** Always model the behaviors you expect department managers to exhibit when interacting with store associates. Hello everyone! Thanks for joining me today. We are all here today to learn about how we can help create satisfied customers and increase sales. To do that, we are going to be taking a look at what customer satisfaction means to us here at _____ (banner name) by watching a short film clip. It's important to listen carefully as you watch this clip, as we will be having a discussion regarding your thoughts and reactions after the clip has finished. Here are a pen and paper for you to use to take notes! The pen and paper are yours to keep as reminders of the customer satisfaction techniques you learn here.
7 minutes 	**PLAY DVD: Introduction to Customer Satisfaction Mission and Standards**
Facilitator **3 minutes** 	**Ask questions of the group:** 1. Who can name 2 of the four satisfaction standards? How would you describe that standard? Can anyone name the other two standards? • Safety • Courtesy • Show • Efficiency 2. Which satisfaction standard takes first priority? • Safety First, always 3. What are some of the benefits to having a satisfaction mission and standards? • Satisfied customers • Increased job satisfaction • Increased sales **Thanks for your insights!** **Facilitator:** Transition into intro on "GOT to be Easy" associate meeting.

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GOT to be Easy!

Persons Impacted:

Who?	Description
Audience	Store Associates
Facilitator	Store Director, Service Operation Manager

Logistics:

Item	Description
Meeting Length	30 minutes
Meeting Location	Office or Break room

Materials Needed:

Item	Order Number
TV and DVD Player	N/A
Tables and Chairs	N/A
GOT DVD Clip – It's GOT to be Easy!	79400
GOT Program Facilitator Guide	79491
GOT Scenario Cards	72330
Customer Satisfaction Behaviors Associate Handout	72314
PRE-WORK: • Number of customer transactions in one week in your store • Number of customer transactions in one day in your store	N/A

Meeting Outline: 28 minutes, plus 5 minutes Intro to Reward & Recognition

Topic	Time
Greetings & Introductions	3 minutes
GOT to be Easy! DVD	13 minutes
Discussion	3 minutes
GOT to be Easy! Behaviors Role Play	7 minutes
Reward & Recognition	3 minutes
Close	1 minute

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GOT to be Easy! Session Objectives

Purpose: Communicate customer satisfaction behaviors associated with Be Friendly

The objectives for this module are to:

- Introduce the GOT model through use of good and bad customer service examples
- Provide specific tips for associates to use
- Address the relationship between satisfaction and loyalty

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Associate Meeting Talking Points

Facilitator
 	
(3 minutes)
	Ok, Let's go ahead and jump right into to our customer satisfaction program and learn more about how we can really make a difference to our customers and our company. First, let me ask you a couple questions:
	
	Pre-work Note: You will need the answers for the following questions before the meeting
	
	• How many customer transactions do you think we have in a week?
	  ○ Get a few guesses from the group, and then share answer.
	• How many customer transactions do you think we have in a day?
	  ○ Get a few guesses from the group, and then share answer.
	
	Ok folks, we are going to start learning about customer satisfaction – superstar style!
	
	We can make our store the best place to shop by anticipating customer needs, exceeding their expectations, and providing great customer satisfaction.
	
	Being on the front line and facing customers every day takes dedication, patience, and skills. We have some great customers that shop at our store. They make it easy for us to smile and greet and assist them with their needs. Thanking them comes naturally.
	
	I also know that we have some challenging customers and it's not always easy to provide them with the same level of satisfaction. However, they still are our customers. It is an important part of all of our jobs to ensure that ALL customers have the very best shopping experience.
	
	Providing great customer satisfaction goes a long way in making sure customers come back again and again.
	
	Providing great customer satisfaction just became easier for you. How?
	
	We told you that we would give you some tools to enable you to demonstrate behaviors to live up to our mission and standards, right?
	
	Well, those tools will be given to you by using the 4 behaviors that demonstrate our mission and standards. What kind of behaviors do we expect to see in our associates?
	
	We want associates that can Be Friendly, Be Responsive, Be Knowledgeable, and Be Passionate about their jobs.

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	We'll hear more about these behaviors as we watch the DVD. Let me now introduce you to Customer satisfaction…It's GOT to be Easy! Keep that pen and paper handy! You will want to take notes on the good and bad customer satisfaction techniques you see here! **FOR BANNERS WHO PREVIOUSLY HAD THE GOT PROGRAM:** "Some of you have seen parts of the GOT program previously. We ask you to take a look at the new program, as there are additional concepts and behaviors we are exploring in this new GOT rollout. Some parts will be review, and others will be new – use this as an opportunity to refresh your skills and add new ones."
(13 minutes) 	**PLAY DVD: It's GOT to be Easy!**
Facilitator **(3 minutes)** 	**Discuss and reinforce behaviors modeled in the DVD by asking the following questions.** What satisfaction behavior was emphasized in this DVD, It's GOT to be Easy? Be Friendly What are 3 actions we can take to show friendliness? Greet. Offer. Thank. *In the first scene what step of GOT did Dave miss in his approach of helping the customer with pine nuts? How did he correct his mistake in the retake?* **Answer:** Dave waited for the customer to come to him. We want our customers to know they are welcome, and to know we are here to assist them. In the retake he noticed the customer, greeted her with a "Hello. You look like you might have a question. May I help you find something?" *How did Dave **Offer** assistance and **Thank** the customer?* **Answer:** Dave took the customer to the pine nuts. Additionally, Dave made a suggestion about the salad dressings and croutons.

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	Dave thanked the customer by letting the customer know if she had any more questions his name was Dave, wished her a great dinner party and invited her back with the phrase "We look forward to seeing you again." *Now let's talk about Rob, the grocery clerk, in the cereal aisle. In the first take, what customer interaction opportunities did Rob miss?* **Answer:** Rob took no pride in his appearance. Rob was so focused on his job, not only did he fail to notice the customer but he also blocked the customer from getting through. When the customer asked for help, Rob's reactions indicated he felt the customer was an interruption. *In the retake how did Rob implement GOT into his interaction with the customer?* **Answer:** He greeted the customer with a "Hello…is there something I can help you with?" He offered help by asking "Is there anything else I can assist you with?" He thanked the customer with a "Thank you for coming in, and have a terrific day."
Activity **(7 minutes)** 	Let's practice providing GOT satisfaction. Each of you will take a turn practicing the Be Friendly behavior using Greet, Offer, and Thank. 1. (**Facilitator:** Distribute **Customer Satisfaction Behaviors Associate Handout** to each participant). Explain to the group how the possible phrases listed correspond to different customer satisfaction behaviors, as well as the non-verbal signals. (1 minute to distribute and explain). **Participants:** 2. Pick a partner. You and your partner will get a scenario card and a list of possible phrases to use to demonstrate Greet, Offer, and Thank. (**Facilitator:** Distribute GOT scenario cards 3. Partners: Read your scenario card together, and decide who will be the customer, and who will be the associate. The associate will select a greeting from the card, and the customer will respond, and you will continue to role play the scenario by going through the Offer and Thank phrases. (2 minutes) 4. **Partners should repeat this exercise, by switching roles and using the other side of the scenario card, which contains a**

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	second scenario. (2 minutes) **Debrief:** Great job, everyone. (2 minutes) • Who's willing to share an example of how they handled the scenario on their card? As you continue to use the Be Friendly behavior to Greet, Offer, and Thank our customers, try out different phrases once in awhile. Sometimes, if we stick to one constant greeting, it can begin to sound robotic, rather than genuine – mix up your greetings, offers, and thank yous to keep it fresh and enthusiastic sounding to our customers. In other words, be yourself – be friendly!
Facilitator **Expectations & Recognition (3.5 minutes)**	Job Expectations: As associates, you are expected to demonstrate the Be Friendly satisfaction Behavior at all times when you are working. This is just the first session in the GOT customer satisfaction program. You will be getting more training over the next few months – we want you to be customer satisfaction superstars, which will result in happy customers and increased sales. Because we recognize that you will be demonstrating new skills, and to show how much we value your contribution to our company's success, your managers are looking to catch you being a customer satisfaction superstar. Let me share some of the recognition and rewards you may earn for providing great customer satisfaction. You have the opportunity to earn GOT Satisfaction Instant Recognition cards and "High Five" cards. When store leadership observes you demonstrating the Customer Satisfaction Standards and behaviors, you will be recognized with a GOT Customer Satisfaction Instant Recognition card. These instant recognition cards earn you a chance to win a $25.00 gift card every time you are recognized for providing great customer satisfaction.

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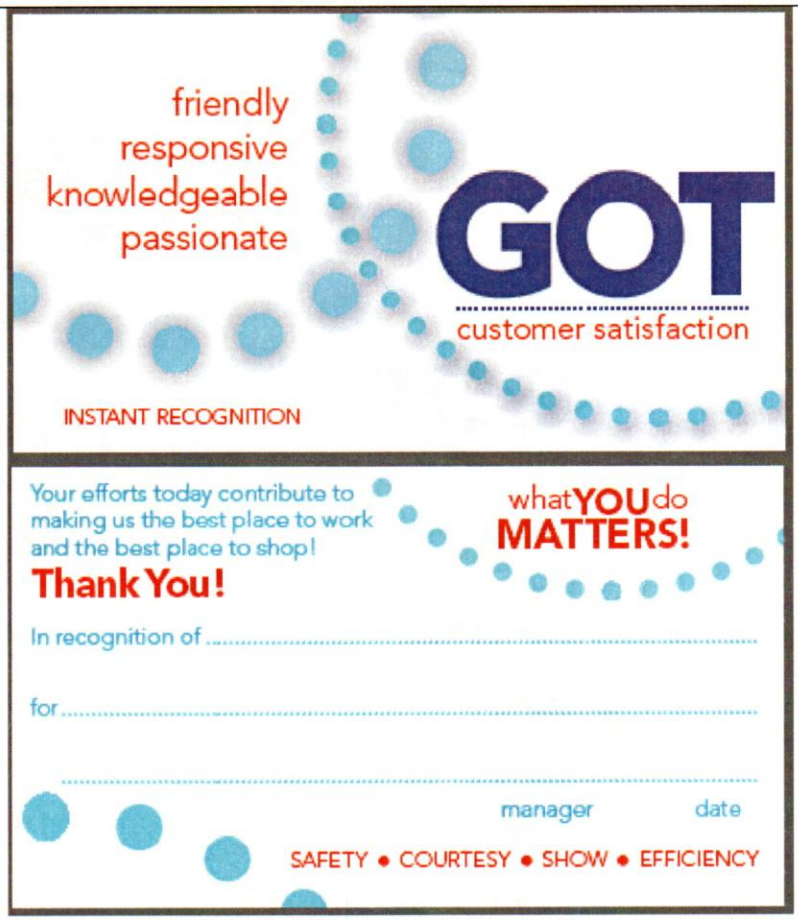

GOT Recognized?
If you earn a GOT Customer Satisfaction Instant Recognition card, place it into the sweepstakes box in the break room for the monthly drawing. One winner is selected each month – NO LIMIT on your chances to win!

In addition to the GOT Customer Satisfaction Instant Recognition cards, when store leadership observes you "surprising and delighting" our customers, you can be recognized with a "High Five" instant recognition card worth $5.00 in store product.

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	  At the end of the GOT Program: Once you finish all of the customer satisfaction modules, you will receive a GOT Satisfaction Pin to add to the front of your uniform or badge. Sounds like some great rewards for creating great customer satisfaction!
Close (1/2 minute)	Thanks for your time, everyone. Please leave the laminated job aids here with me. Let's go out there and Greet. Offer. Thank – and be yourselves! Any questions, come see me!

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GOT to Anticipate!

Persons Impacted:

Who?	Description
Audience	Store Associates
Facilitator	Store Director, Service Operation Manager

Logistics:

Item	Description
Meeting Length	30 minutes
Meeting Location	Office or Break room

Materials Needed:

Item	Order Number
TV and DVD Player	N/A
Tables and Chairs facing facilitator	N/A
GOT DVD Clip – GOT to Anticipate!	79400
GOT Program Facilitator Guide	79491
GOT Offers? Game – Customer Description Cards	72595
Shopping Baskets (2)	N/A
Food Ingredients (See information in Activity and Shopping Basket Ideas within this module)	N/A
Associate Customer Satisfaction Behaviors Handout	72314

Meeting Outline: 37 minutes

Topic	Time
Greetings & Re-Introductions to Customer Satisfaction Program	2 minutes
GOT to Anticipate! DVD	15 minutes
DVD Discussion	3 minutes
GOT Offers? Game	9 minutes
Recognition & Close	1 minute

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GOT to Anticipate! Session Objectives

Purpose: Communicate customer satisfaction behaviors associated with Be Responsive

The objectives for this module are to:

- Demonstrate examples of good and bad satisfaction in customer interactions
- Discuss skills needed to anticipate the satisfaction needs of the customer
- Share scenarios and how they were handled to reinforce key learning points

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Associate Meeting Talking Points

Facilitator **2 minutes**	**Gain everyone's attention with a genuine welcome.** **Ask:** Who remembers what satisfaction behavior we concentrated on last time we met? **Answer: Be Friendly!** Has anyone here received any Instant Recognition Cards? What was the situation that earned you the card? We always Greet, Offer, and Thank each customer. Now we want to continue improving our satisfaction and increasing our sales by better planning our Offers before we make them. Jake and Tina are back with a new DVD telling us how. Today we are going to see them in "*GOT to Anticipate!*" This video is going to concentrate on the customer satisfaction behaviors of "being responsive and knowledgeable" to enable great satisfaction for our customers. Like last time we met, please take notes! We'll talk more about these items after we watch the DVD.
15 minutes	**PLAY DVD: GOT to Anticipate!** ***During DVD play, facilitator selects ingredients for GOT Offers? Game, if not done prior to the session.**
Facilitator **3 minutes**	**Discuss and reinforce behaviors modeled in the DVD by asking the following questions.** *When is the best time to anticipate your Offer?* **Answer:** Before you even Greet the customer. Where are 3 places you can look to get clues and anticipate customer's needs? • Items already in cart • Area of store where customer is shopping (such as by the bakery, might need bread) • People shopping – do they have kids with them, are they dressed for work, look like they are in a hurry, etc? • Others?

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	What helpful Offer was made both by Ron and by Anita, the florist? What satisfaction behavior does this demonstrate? **Answer:** **Knowledge Behavior.** (Product knowledge.) Ron Offered information about the quantity of ham the customer would need for a buffet, as well as decorating tips using freshly arrived poinsettias. Anita Offered knowledge about the traditional flower for the 25th anniversary.
Activity: GOT Offers? **10 minutes** 	**Facilitator PREP:** **Materials Needed:** • Two Grocery Baskets • Food items *** (See "GOT Offers? Shopping Basket Ideas at end of this module for food items)*** • GOT Customer Satisfaction Associate Behaviors Handout **Set up 2 scenarios using food and customer labels at the front of the room.** • Select one Customer Description to go with one Shopping Basket Idea – Fill an actual shopping basket with the suggested items • Select another Customer Description to go with a 2nd Shopping Basket Idea – Fill an actual shopping basket with the suggested items **(See example below called "Totally Tacos").** **Facilitator says**: (1 minute) Now it's your turn to see what kinds of offers you can anticipate by playing a game called "GOT Offers?" Just like in the DVD we just saw, in the day-to-day reality of our jobs, we don't have a lot of time to size up the customer, the situation, and the "clues" from their shopping basket. So, we are going to take a little time to practice assessing two customers and their shopping baskets. To do this, I will show you what is in the customer's basket and describe the customer to you. Then, we will take 2 minutes to individually brainstorm as many offers you can think of for this customer, or as many questions you could ask them to further clarify their potential needs. Be creative! Take out your pen and paper, and let's see what we can come

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	up with for each of these scenarios. Feel free to use the Customer Satisfaction Tips Associate Handout for more ideas. • **Distribute the Associate Customer Satisfaction Tips Handout.**
	Let's go through a practice example as a group first: **"Totally Tacos" Example: (READ to Participants):** • Customer Description Card: Young mom with 2 school age kids, looking around, kids whining, it's 3:30 in the afternoon. • Shopping Basket contains: Taco seasoning, lettuce, and taco shells **What possible offers could you make this customer?** **Sample answers might include:** • If you are serving tacos tonight, what toppings do you put on them? Can I help you find those items? • Have you seen our "Taco Dinner Kits" – everything is in the box including seasoning, shells, and hot sauce! • What other ingredients do you need to finish off your dinner plans? • We also have Spanish rice that adds to the meal **What questions might you ask?** **Sample answers might include:** • Can I help you find the other ingredients you need? • Do you like olives with your tacos? • Have you ever considered putting olives on your tacos? My kids love them that way. • Do your kids like tomatoes on their tacos?
7.5 minutes	• Could I offer the kids an after school snack from our sample tray?
	Facilitator Says: It's Your Turn! (8 minutes) Let the participants know what items are contained in each scenario. Read a description of the customer from one of the laminated Customer Description Cards. Give them 2 minutes to write down as many possible offers and questions they could ask to get more information for that customer's needs.
1 minute	**After the 2 minutes:** Ask participants to share some of their answers with the large group. (Take 1 minutes per scenario for sharing).
	Debrief: (1 minute) • Look at all the creative ideas you came up with! Remember, it is not just the shopping basket that gives you a clue; sometimes the situation or the customer's non-verbal or verbal cues can give you more opportunities to make an offer. • Don't be afraid to ask your team members for their ideas on how to

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GOT customer satisfaction

	come up with additional offers.
Recognition and Close 1 minute	Thanks for your time, everyone. Please leave the laminated job aids here with me. Let's go out there and use our knowledge to anticipate and be responsive to our customers! Any questions, please come see me! Thanks for all that you do!

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GOT Offers? Shopping Basket Ideas

Facilitator: Select any two of the following ideas to set up scenarios for the GOT Offers? Game. Put the items into separate baskets for ease of display for participants. Also, you will select one customer for each "Shopping Basket" from the "Customer Description" Cards in your plastic pouch. Read your customer description to participants and show them the food items in the customer's basket. Participants brainstorm as many possible "offers" and questions they can come up with based on the food clues and the customer description clues.

Simply Spaghetti • Box spaghetti noodles • Spaghetti sauce Offer Ideas: Garlic Bread, Salad, meat for sauce, extra seasonings, diced tomatoes, parmesan cheese, romano cheese, etc.	**Pizza Party** • Pizza crusts • Pizza sauce • Mozzarella cheese • Onion, green pepper Offer Ideas: Garlic bread, salad, chips, sausage, other vegetable toppings, soda, napkins, paper plates, etc.
Beautiful Brunch • Fruit juices • Bagels (packaged) • Coffee Offer Ideas: Cheeses, cream cheese, bacon/sausage, eggs, yogurt, flowers for the table, other fruits, coffee/tea/fruit juice, napkins, etc.	**Grilling Grub** • Hamburger buns • Hot dog buns • Potato chips Offer ideas: hot dogs, hamburgers, seasoning salt, potato salad, soda, lemonade, condiments, etc
Meeting Munchies • Donuts (packaged) • Bagels (packaged) Offer ideas: fruit, cheese, juice, napkins, cream cheese, plastic silverware, etc.	**Meal Deal of the Week:** • Ingredients from meal deal of the week

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Reward and Recognition Materials

Materials Needed:

Item	Order Number
Sweepstake box	72447
Instant Recognition Cards	12062
High 5 Cards ($5 value)	Please reach out to your Customer Satisfaction manager for additional supply
Plastic holder for Instant Recognition cards	88435
All About You Form	72041
Thank You cards	71738
GOT Superstar Pin	96966
GOT Behavior Pin	79384

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GOT

GOT Superstar of the Month

Reward and Recognition	GOT Superstar of the Month
Recognition Provided	Store $50 Gift Card and GOT Superstar pin for the associate to wear during the month they are the GOT Superstar of the Month
Need	The number one motivator to associates is when management personally recognizes them. Maintain formal management practice of associate recognition to reinforce and reward associates for displaying the Customer Satisfaction Standards and Behaviors.
Recognition Criteria	* The individual recognized should be the associate who best demonstrated the Customer Satisfaction Standards and Behaviors that month. * The associate selected must be a current hourly associate. * The GOT Superstar may be awarded to the same associate more than once a year, but not for two consecutive months. It is recommended that stores select 12 different individuals within one calendar year. * The management team should select one associate from all eligible associates based upon careful consideration of the following measures: * Associate displays outstanding customer satisfaction; goes above and beyond to engage with customers and build lifetime shoppers; specific examples can be given * Associate demonstrates outstanding sales skills that have translated into measurable results * Direct observation of the associate continuously exhibiting Customer Satisfaction Behaviors * Associate has built strong relationships with peers total store and is willing to help out however needed; goes the extra mile to participate in the "life of the store" * Input from other store associates
Program Time Frame	Open-ended
Getting Started	Educate all associates on GOT Superstar Program
Program Administration	**Once you have selected your GOT Superstar of the Month:** * Obtain a $50 store gift card to award your Superstar. * **Make sure you submit the $50 store gift card reward to payroll for income tax purposes.** * Obtain a GOT Superstar pin from your GOT Customer Satisfaction Meeting in a Box.
Presentation/ Celebration	Present store gift card and GOT Superstar pint to associate each month to celebrate their success
Results	Building a customer satisfaction work culture while rewarding and recognizing associates!

GOT Customer Satisfaction High Five Instant Recognition Card

Your efforts today contribute to making us the best place to work and the best place to shop!
what YOU do MATTERS!
Thank You!
In recognition of
for
manager
date
SAFETY • COURTESY • SHOW • EFFICIENCY

Recognition Provided	GOT Customer Satisfaction High Five Instant Recognition Card
Need	The number one motivator to associates is when managegment personally recognizes them. Recognition should be a daily management practice to reinforce and reward associates on the Customer Satisfaction Standards and Behaviors
Recognition Criteria	Going above and beyond the call of duty in providing an exceptional shopping experience for our customers.
Program Time Frame	Open-ended
Getting Started	*Educate all associates on High Five recognition program through GOT to be Easy module. *Distribute approximately 30 High Five cards per quarter
Program Adminisration	Store Director hands out High Five recognition cards to associates who are demonstrating the following Customer Satisfaction Behaviors: *Anticipate our customers needs *Resolve issues above customer expectations and in an immediate manner *Offer to help with a sample or suggest a sales item *Share knowledge with customers

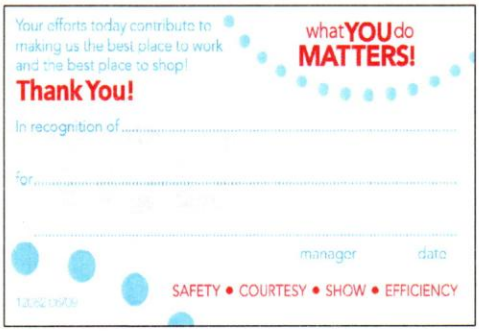
GOT Customer Satisfaction High Five Instant Recognition Card

Your efforts today contribute to making us the best place to work and the best place to shop!
Thank You!
what YOU do MATTERS!
In recognition of
for
manager
date
SAFETY • COURTESY • SHOW • EFFICIENCY

Reward	Store Director acknowledging assocaites and a $5 gift card for in- store merchandise purchase.
Presentation/ Celebration	Management personally acknowleding associates as soon as possible for demonstrating Customer Satisfaction Behaviors.
Results	Building a customer satisfaction work culture.

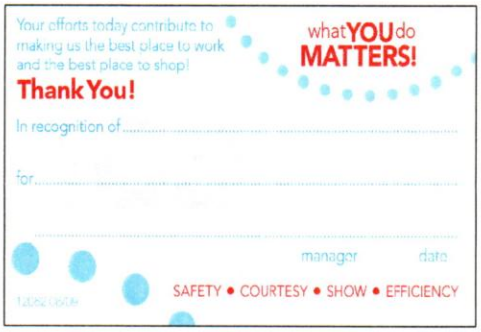
GOT
customer satisfaction

GOT Customer Satisfaction Instant Recognition Card


Your efforts today contribute to making us the best place to work and the best place to shop!
Thank You!
what YOU do MATTERS!
In recognition of
for
manager
date
SAFETY • COURTESY • SHOW • EFFICIENCY

Recognition Provided	GOT Customer Satisfaction Instant Recognition Card
Need	The number one motivator to associates is when managegment personally recognizes them. Recognition should be a daily management practice to reinforce and reward associates on the Customer Satisfaction Standards and Behaviors
Recognition Criteria	Demonstrating the desired Customer Satisfaction Standards and Behaviors
Program Time Frame	Open-ended
Getting Started	*Hang GOT Customer Satisfaction Recognizing Outstanding Assocaites Customer Service poster in break room *Place GOT Customer Satisfaction Sweepstakes box in break room *Distribute Instant Recognition Cards to management and explain recognition criteria. *Educate all associates on instant recognition program through GOT to be Easy module *Distribute Instant Recognition Cards whenever you observe an associate demonstrating the Customer Satisfaction Standards and behaviors.

GOT Customer Satisfaction Instant Recognition Card


Your efforts today contribute to making us the best place to work and the best place to shop!
Thank You!
what YOU do MATTERS!
In recognition of
for
manager
date
SAFETY • COURTESY • SHOW • EFFICIENCY

Program Adminisration	Store management hands out instant recognition cards to associates who are demonstrating the following Customer Satisfaction Standards and Behaviors: *Genuinely greet and thank customers *Seek out opportunities to assit others *Make eye contact and smile *Create connections with our customers
Reward	Management acknowledging assocaite and chance to win $25 gift card in monthly drawing.
Presentation/ Celebration	Management should personally acknowleding associates as soon as possible for demonstrating Customer Satisfaction Behaviors.
Results	Building a customer satisfaction work culture.

GOT
customer satisfaction

GOT OFFERS? Customer Description Card

Customer: Middle-age couple.

Time: mid-afternoon, Friday.

Description: Discussing "mom and dad" coming over for a meal, what to make, etc.

Facilitator:

Read this card to participants along with the "Shopping Basket" ingredients you've chosen for your class. You can match several "Shopping Baskets" with the same customer description.

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TO ANTICIPATE

GOT OFFERS? Customer Description Card

Customer: Elderly woman.

Time: early morning.

Description: Walking slowly, having trouble reaching items on higher shelves.

Facilitator:

Read this card to participants along with the "Shopping Basket" ingredients you've chosen for your class. You can match several "Shopping Baskets" with the same customer description.

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GOT
TO ANTICIPATE

GOT OFFERS? Customer Description Card

Customer: Grandma and Grandpa shopping with grandson.

Time: before lunch or dinner.

Description: Grandma and Grandpa are trying to please the grandson while completing their shopping.

Facilitator:

Read this card to participants along with the "Shopping Basket" ingredients you've chosen for your class. You can match several "Shopping Baskets" with the same customer description.

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TO ANTICIPATE

GOT OFFERS? Customer Description Card

Customer: Business person.

Time: early morning.

Description: Dressed in formal work clothes, looks rushed.

Facilitator:

Read this card to participants along with the "Shopping Basket" ingredients you've chosen for your class. You can match several "Shopping Baskets" with the same customer description.

GOT
TO ANTICIPATE

GOT OFFERS? Customer Description Card

Customer: Young mom with 2 kids along.

Time: before lunch or dinner.

Description: Mom looks like she's trying to balance her list and 2 hungry kids while shopping.

Facilitator:

Read this card to participants along with the "Shopping Basket" ingredients you've chosen for your class. You can match several "Shopping Baskets" with the same customer description.

GOT
TO ANTICIPATE

GOT OFFERS? Customer Description Card

Customer: Dad with baseball team in tow.

Time: after the big game.

Description: Dad is trying to throw together a last minute party for the team to celebrate the big win. Kids all shouting out their favorite food items.

Facilitator:

Read this card to participants along with the "Shopping Basket" ingredients you've chosen for your class. You can match several "Shopping Baskets" with the same customer description.

GOT
TO ANTICIPATE

Scenario:

The customer is in the cereal aisle, looking top to bottom at the product on the shelves. How will you approach your customer?

Associate Role:

Begin the interaction with the customer using the GOT Satisfaction Tip Sheet.

Customer Role:

Act out the scenario on the card, and respond to the associate's greeting, offer, thanks.

GOT
TO BE EASY

Scenario:

A customer is in the floral department, looking at various arrangements. She/He has picked up a potted plant, set it down, looked at bouquets, and returned to the potted plant. You see she/he has a "Congratulations on Your New Baby" card. How do you approach your customer?

Associate Role:

Begin the interaction with the customer using the GOT Satisfaction? Tip Sheet.

Customer Role:

Act out the scenario on the card, and respond to the associate's greeting, offer, thanks.

GOT
TO BE EASY

Scenario:

A customer walks in the aisle where you are stocking snacks on the shelf. She/he can't find the popcorn salt and is asking her child to help her look. How will you approach your customer?

Associate Role:

Begin the interaction with the customer using the GOT Tip Satisfaction? Sheet.

Customer Role:

Act out the scenario on the card, and respond to the associate's greeting, offer, thanks.

GOT
TO BE EASY

Scenario:

A customer is shopping with a young child. The child is fussy and keeps asking for something to eat. The customer is frazzled and saying, "I just need to find one more thing, and then we're done." How will you approach your customer?

Associate Role:

Begin the interaction with the customer using the GOT Satisfaction? Tip Sheet.

Customer Role:

Act out the scenario on the card, and respond to the associate's greeting, offer, thanks.

GOT
TO BE EASY

Scenario:

The customer is in the deli, bending over to stare intently at the wide selection of pasta salads available. In the shopping cart, there are many hotdog and hamburger buns, along bratwurst and ketchup. How will you approach your customer?

Associate Role:

Begin the interaction with the customer using the GOT Satisfaction? Tip Sheet.

Customer Role:

Act out the scenario on the card, and respond to the associate's greeting, offer, thanks.

GOT
TO BE EASY

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Scenario:

An older customer is using a walker as she/he shops. You see the customer trying to reach different types of produce to put in his/her cart. How will you approach your customer?

Associate Role:

Begin the interaction with the customer using the GOT Satisfaction? Tip Sheet.

Customer Role:

Act out the scenario on the card, and respond to the associate's greeting, offer, thanks.

GOT
TO BE EASY

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Scenario:

You are stocking bread in the bakery when you hear a loud crash on the other side of the aisle. You hurry to the sound, and you see a customer trying to pick up a display sign that has been knocked over. How will you approach your customer?

Associate Role:

Begin the interaction with the customer using the GOT Satisfaction? Tip Sheet.

Customer Role:

Act out the scenario on the card, and respond to the associate's greeting, offer, thanks.

GOT
TO BE EASY

72330 06/09

Scenario:

You are working at the cashier stand when your customer comes to check out. The customer places soda, chips, and napkins on the scanner. How do you approach your customer?

Associate Role:

Begin the interaction with the customer using the GOT Satisfaction? Tip Sheet.

Customer Role:

Act out the scenario on the card, and respond to the associate's greeting, offer, thanks.

GOT
TO BE EASY

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